

**Where
business
works!**

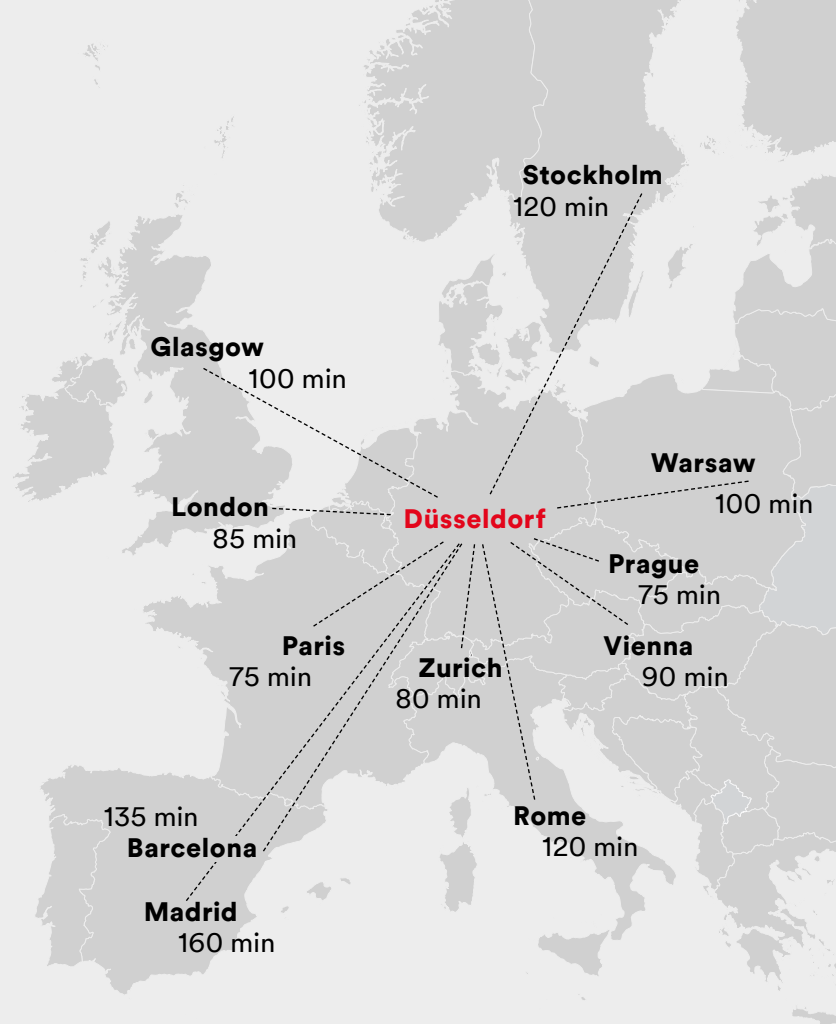


Düsseldorf
Live close Feel free

Airport with over **200** global destinations



A short distance to Europe's most important cities



500,000 companies in a 50km radius

11.4 million residents live an hour's drive away, Germany's largest economic area

Among the **6** cities with the highest **quality of life** in the world



Most important German hub for the information and communication industry



118.8 purchasing power index



Every 7th company is foreign



Largest hub for Japanese businesses in continental Europe

70 private and public universities



Germany's most dynamic location for Chinese companies



Companies from **139** countries invest in Düsseldorf



520,000 jobs in the city

22 leading international trade shows



Home of innovation – from tradition



→ MedienHafen | A former commercial port became an exclusive office location



→ Fashion | Highest sales in Germany



→ Königsallee | One of Europe's most exclusive shopping streets

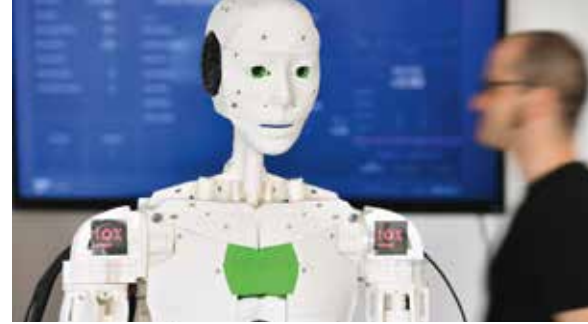
Live close Feel free. People from Düsseldorf love to connect with each other and the rest of the world. The city of short distances is home to residents from over 180 countries – a place that brings people from around the world together. Marking the meeting point of the Düssel and Rhine Rivers, Düsseldorf is a cosmopolitan, urban place unlike any other.

Innovation from tradition. Where else can a steel corporation be transformed into a telecommunications giant? Or a laundry detergent producer into the world's largest glue manufacturer? Here, startups emerge to become major global enterprises – and the long-time “office of the industrial Ruhr” is quickly becoming the “lab of the future”. Düsseldorf has always understood the need for structural change, and has driven this transformation over the past several decades. The region's long-standing industry and production players work closely with the city's extensive service sector, which thrives from its proximity to so many customers. In turn, industry benefits from the valuable momentum that comes from the area's many innovative and tech-oriented providers. In Düsseldorf, innovation and creativity are the keys to the evolution of this competitive international hub – and its future success.

→ Henkel | Düsseldorf company with a long tradition, yet still drives innovation



Why Düsseldorf ...



01 Incubator for innovation Pages 08–13

02

Urban lifestyle Pages 14–17



Business starts in Düsseldorf

In the same league as London, Paris and Munich. More affordable than London, more multilingual than Paris, with a larger market environment than Munich: it's obvious why Düsseldorf attracts investors from the entire world. With the strongest buying power of any region in Europe and conveniently linked to the entire world by air, water, rail and road, the city is an ideal place to sell goods and services.

The city is home to around 5,000 international companies, all of whom enjoy what makes this such an ideal place to do business. One major factor is Düsseldorf's location, right in the heart of Europe. The city also powers the entire Rhine-Ruhr region, with 11.4 million residents. Around 30 percent of the total EU-population lives in a 500 kilometer radius, making up 50 percent of the EU's purchasing power – a very lucrative sales market for businesses located here.

Young professionals, well-educated specialists and international talents alike move to Düsseldorf to work for companies large and small. Many of them come from the nearly 70 public and private universities in the region.

From startups to global players, Düsseldorf is a place in which companies can thrive at every point in their development. The city is home to a broad range of different sectors, including retail, industry, information and communication technology, creative industries, fashion and beauty, legal and corporate consulting, and personnel services. This gives companies local access to every kind of service they may need, creates synergies, and makes this city a strong, economically stable site for business success.



04 Plug & play Pages 24–29

Facts & figures | Page 30

03

Talents & locations Pages 18–23





01 Incubator for innovation

A new way of thinking



→ **Innovation hub** | Universities and companies collaborate on digital innovations

Düsseldorf's strength is its ability to embrace change early on – and put it to good use. Progress and innovation are integral parts of this city.



→ **Incharge** | Startup offers environmentally friendly urban logistics



→ **Fashion** | Düsseldorf fashion schools train new creative talents

Live close Feel free – bringing creatives and entrepreneurs together. Major innovative companies, like Vodafone, Henkel, Ergo and Ceconomy, all operate in Düsseldorf and are open to partnerships and collaborations. Vodafone has its Vodafone Innovation Park in Düsseldorf, while Vallourec, Voestalpine, Renesas and NEC have located their research and development facilities to the city. The 3 largest mobile telecommunications providers – Vodafone, Telekom and Telefónica – are all represented here, along with the most important network equipment makers, like Huawei, ZTE, Nokia and Oracle. Large companies like Deloitte Digital, SMS digital and Grohe established their digital units in Düsseldorf for good reason: it is a technology and service hub that promotes talent and innovation.

The vibrant startup environment is an important part of Düsseldorf's culture of innovation. Companies especially benefit from this creative, innovative scene when using their agile methods to develop new products. Startups have the experts who offer quick access to technological innovations – and the doers who transform new ideas into reality. Companies like IOX LAB, Aconno and the EOS Innovation Center offer everything you need to bring your ideas to life – from rapid prototyping and small-batch production to industrial 3-D manufacturing. Companies can also find all the advisory services needed for success here – including financing partners, management consultants and advertising agencies.



→ IOX LAB | The first humanoid robot completely made by 3-D printer

Düsseldorf is where agility, ingenuity and the startup spirit meet market experience, expertise, capital and a strong customer base.

This is a place where partners meet to achieve shared business success. Düsseldorf's winning formula is its closeness: newcomers from Germany and abroad are quickly acclimated to their new location, meeting the right partners for their business through extensive local networks.

Digital Innovation Hub (Digihub) Düsseldorf/Rheinland is a matchmaker for medium-sized companies, startups, universities and corporations, with over 40 partners. It provides access to the world of startups, new trends and fresh ideas – helping established companies develop new digital business models, products and solutions. It promotes the sharing of best practices in digital technologies and transformations, and organizes innovative events on transforming businesses and products for the new digital age.

Evolve further



→ Material research | Visionary technologies made in Düsseldorf

Universities and companies collaborate on digital innovations at the "Innovation hub for digital media solutions" ("Innovationshub für digitale Medienlösungen") – a framework for generating ideas, developing and implementing concepts, and bringing the resulting innovative solutions to the digital economy. Creative and technological minds meet to explore new, ingenious opportunities for everyone involved. "Digitale Stadt Düsseldorf e.V." is a group of around 300 members that also invites people to join in their regular networking meetings.

We make it happen ... Many practical collaborations are only possible in Düsseldorf: a total of 12 partners, including Vodafone, Siemens and Mobileye, worked with the State Capital of Düsseldorf on the pilot project for self-driving and networked vehicles – exploring the future of mobility. Solutions for tomorrow's logistics challenges are also being tested here: the startup Incharge offers smart logistics concepts that bundle deliveries of goods to reduce traffic and congestion in inner cities.

The Office of Economic Development supports startups every step of the way – from testing initial ideas, financing, finding locations and networking with established companies to entering international markets. At the Innovation Manager Meeting, for example, people can discuss solutions to the issues involved in getting a business running. A mentoring program also brings experienced company representatives and startups together.



→ Mobility of the future | Testing grounds for self-driving and networked vehicles



02 Urban lifestyle

Sushi meets Alt beer



→ Cuisine | International top chefs serve their best in Düsseldorf

→ Flingern | Shopping beyond the Kö



**Business is boring?
Not here!**

Düsseldorf – one of top 6 cities world-wide with the highest quality of life.

Once you arrive, you'll feel right at home. Newcomers have an easy time getting settled in this welcoming, cosmopolitan city, where they can enjoy short commutes and the finer things in life.

You can feel the creative, international and innovative energy everywhere in Düsseldorf – at the office, the city's many parks, on the banks of the Rhine River. Our city is inspired by high culture and subculture. We meet in little pubs in the city center or in the meeting halls of major hotels. We party at the Apollo Variety Theater under one of the Rhine bridges, at the Rhine Tower, at KIT ("Kunst im Tunnel") and "Jazz in the Park".

Whether you like barbecuing on the beach on the Rhine or eating a Kobe steak at an exclusive restaurant, Düsseldorf has something for everyone to enjoy – with their friends and colleagues. Some say that you should "never mix business and pleasure". That's not Düsseldorf. Here, everyone should enjoy what the city has to offer – whether on or off the job.



→ Jazz rally | Top acts and good times

Düsseldorf – a city on a river, surrounded by forests, punctuated by parks. No other city in Germany offers so many leisure opportunities in such a concentrated area. The view of the MedienHafen isn't just breathtaking for architecture enthusiasts. It's a great place to relax and celebrate the end of a busy workday.

Over 180 countries are represented in Düsseldorf. The city's attractive neighbourhoods are home to many international communities, schools and cultures. The largest Japanese community in continental Europe lives in Düsseldorf. Japanese companies and their employees enjoy the many familiar amenities the city has to offer, including Japanese kindergartens, schools, doctors and stores.



A blurred office scene showing several people working at computers. In the foreground, a woman with short dark hair is looking thoughtfully to the right, resting her chin on her hand. Behind her, a man in a blue shirt is also looking to the right. The background is filled with other office workers and computer monitors, all out of focus. The overall atmosphere is professional and busy.

03 Talents & locations

One of the world's top cities for career opportunities and quality of life, Düsseldorf is always attracting talents from abroad.

Where ideas come from...



→ University of Applied Sciences Düsseldorf (HSD) | Practice-based research and instruction

Companies can always find the experts and specialists they need in Düsseldorf. After all, the state capital is very popular among talents in the region.

Düsseldorf is located amidst the most universities and research facilities of any region in Germany – guaranteeing a highly qualified workforce and a culture of innovation. Over 500,000 students attend the area's 35 public and 37 private universities in the Rhine-Ruhr region. The fields of computer science, electrical engineering and IT have 50,000 students alone: a huge pool of qualified specialists for innovative companies.

Around 30,000 students study and conduct research at Heinrich Heine University. With over 10,000 students, the University of Applied Sciences Düsseldorf (HSD) is one of the largest universities of applied sciences in North Rhine-Westphalia. Both are important networking partners in the Düsseldorf business community.

→ O.A.S.E. University of Düsseldorf | The most widely visible landmark of the University of Düsseldorf



→ Vodafone Campus | Hotspot for collaboration and communication

... and where they become reality

Strong companies need young talents with a variety of different skills – and they'll find them here.

A magnet for successful companies. Many successful companies started here, eventually emerging to become major global players. Or they decided to open a location in Düsseldorf to effectively tap into the European market.

Trivago was once a small startup in Düsseldorf – and showed its confidence in the city's economic strength by building its new company headquarters for around 2,000 employees in the bustling MedienHafen. Global cosmetics market leader L'Oréal moved its German headquarters to Düsseldorf in 1991. Completed in 2018, the newly constructed headquarters is a highly visible landmark that exudes transparency, innovation and sustainability. Around 1,000 employees work at Huawei Technologies' European headquarters, focusing on important research and development projects with the city's network operators.

→ Co-working spaces | Creative work environments for startups



“Nearly one year after founding its German subsidiary, TCL Deutschland grew 200 percent – thanks to its great location and the concentrated sales channels in Düsseldorf. Investing in Düsseldorf is why TCL was able to make such amazing progress in such little time.”

Because ...



→ **Sandy Zhou** | Country Manager TCL Germany

„A diverse and beautiful city with quality manufacturing facilities has enabled us to build the new team very quickly with many staff relocating to Düsseldorf to help make this exciting opportunity a success.“



→ **Jason Muller** | Global Manufacturing Director, LUSH Cosmetics



→ **Rolf Schrömgens** | Co-founder & Chief Executive Officer (CEO) of Trivago

„Düsseldorf is home for our team of about 1,050 employees from 50 countries. We feel at home here. It is no coincidence that Düsseldorf is a city with a high quality of life.“

„As the digital city of Düsseldorf has such a lively artistic, agency and fashion scene and hosts a variety of related business activities, it is the ideal location for us to boost our success through recruiting young talent and exchanging ideas with other specialists.“



→ **Nobutaka Ide** | President & CEO, Wacom



→ **Dr. Sebastian Dettmers** | Managing Director, StepStone

“Düsseldorf is the digital capital of North Rhine-Westphalia – and has always been the right location for StepStone’s headquarters.”

„Düsseldorf is the ideal location for our global headquarters. It offers proximity to numerous markets, excellent universities and research establishments, a very good infrastructure and international transport links.“



→ **Dr. Daniel Kleine** | Henkel President Germany & Düsseldorf Site Manager, Henkel

04 Plug & play



→ Düsseldorf Airport | 160 flight connections in Europe



Düsseldorf – Where business works

International companies appreciate how easy it is to arrive and get to work in Düsseldorf. Düsseldorf offers proximity and convenience practically unheard of in any other major international city. Just 10 minutes from the airport to the Messe Düsseldorf trade show grounds or city center – business doesn't get any more efficient than that. The main office locations are a stone's throw from each other.

Easy access. With 24.6 million passengers a year, 74 airlines and over 200 destinations in 55 countries, Düsseldorf Airport is Germany's third largest airport. You can fly an hour and be in Amsterdam, Brussels, London, Paris and Zurich. Every day, 350 long-distance trains and 50 regional trains stop at the airport train station, ensuring trouble-free rail transport to and from the city.

Düsseldorf is connected to Europe's densest motorway network – just 2 hours by car to Amsterdam or Brussels, and 4 to Paris. Travelers benefit from 190 express connections each day from Düsseldorf main station to destinations in Germany and abroad.

The ports of Neuss-Düsseldorfer Häfen are Germany's third largest inland ports, responsible for 16 million tons of cargo each year. Europe's largest inland port is located just 20 kilometers downstream in Duisburg.

Market and markets. All of these factors make Düsseldorf the ideal place to tap into the German and European markets. It's where people create the ideas and products used throughout the world. Its location in the Rhine-Ruhr region is ideal for establishing a strong sales network throughout Europe. It's no surprise that Düsseldorf hosts 22 of the world's leading trade shows – welcoming 33,000 exhibitors and 2 million visitors from around the globe each year.



→ Messe Düsseldorf | Trendsetter and industry barometer

A 10 minute city





→ **GAP 15** | Destination for stars and newcomers

Düsseldorf has the perfect infrastructure for every type of business – for startups and established corporate players, newcomers from Germany or investors from abroad, lone wolves and team players – for 1 day, 1 year or longer. The city is home to 51 business centers and co-working spaces with around 85,000 square meters of flexible space. The Düsseldorf commercial real estate market offers an extensive, highly differentiated range of options in all types of properties.

Major business districts, like Seestern, Kennedydamm, Derendorf and Medien-Hafen, are close to each other, with office space available in a broad price range. Companies from all industries are located here, including ITC, consulting, finance and legal advice.

Düsseldorf is known for its innovative commercial parks, offering halls and office spaces in a variety of different sizes. Each part of the city offers easily accessible commercial space with state-of-the-art technology – whether in the Hafen, Heerdt, Reisholz or Rath.

Room for ideas

→ **Düsseldorf real estate market** | Something for practically every need



In Düsseldorf, all of the pieces fit together perfectly – looking for space, hiring qualified employees, joining important business networks



→ **Office of Economic Development** | The team supports startups, medium-sized companies and international corporates

Office of Economic Development – your service partner

There's a good reason why Düsseldorf is such a successful business hub – we know exactly what companies need to operate successfully. The Office of Economic Development is the first point of contact for newcomers from Germany and abroad, established corporate entities, medium-sized companies and startups alike, supporting successful enterprises in the state capital. We'll help you find the right property, assist with permits and approvals, and advise on any residential status issues.

The Expat Service Desk is a valuable first resource for international employees, managers, their families and companies in the city of Düsseldorf and district of Mettmann. You'll find all of the information you need on living and working in the region, along with helpful advice.

Facts & figures

Geography, population

Area: 217.41 km²
Population: 640,000

Labor market

Working population: 524,000
Growth 2004–2017: +77,500
Unemployment rate 6.8%

856 employed persons per 1,000 residents

In comparison:

Frankfurt: 937
Stuttgart: 830
Munich: 746
Berlin: 534

Employed commuters into the city: 302,000
Commuters out of the city: 101,500

Economic strength

11.4 million residents and 503,000 companies (within 1h drive)

Within a 500 km radius:
31% of the EU's population
50% of the EU's buying power

GDP per employed person:
93,054 €

Purchasing power index: 118.8
(Germany = 100)

Disposable per capita income:
24,128 €

Rhineland metropolitan region

8.6 million residents
12,278 km²

In comparison:

Greater London
8.7 million residents
1,594 km²

New York City
8.6 million residents
784 km²

Paris Île-de-France:
12.1 million residents
12,012 km²

Germany's largest commercial centers

Düsseldorf-Rhineland
8.6 million residents
4.5 million employed persons
331.5 billion € GDP

In comparison:

Frankfurt region
5.7 million residents
3.1 million employed persons
242.4 billion € GDP

Munich region
5.9 million residents
3.4 million employed persons
279.6 billion € GDP

Hamburg region
5.2 million residents
2.7 million employed persons
193.0 billion € GDP

Berlin region
6.0 million residents
2.9 million employed persons
180.1 billion € GDP

Transportation infrastructure

Düsseldorf International Airport

- Germany's third largest airport
- Around 24.6 million passengers
- Over 220,000 flights
- Around 101,000 t air cargo
- 74 airlines
- Over 200 destinations in 55 countries
- Around 160 flight connections in Europe
- 82 intercontinental flights per week
- Quick access to the city, 9 km (13 min. by city train)

Rail transportation

- Around 1,000 trains available per day
- 170 long-distance trains daily
- Over 300 train stops at Düsseldorf Airport station

Inland ports

- 720 ha total area
- 28 million t cargo handled
- 48 cranes

Motorway connections

- 13 motorway junctions in the city
- 50 motorway kilometers in the city
- 13 Park & Ride lots

International location

International companies in Düsseldorf

France: 200
Great Britain: 365
India: 46
Japan: 405
Korea: 70
The Netherlands: 467
Russia: 104
USA: 343
China: 560

Chambers and associations

40 consular missions
33 international chambers of commerce and external trade organizations

International population in Düsseldorf

- 184 nations represented
- 145,100 are foreign nationals
- Around 30% of Düsseldorf residents have an international background.

International schools and kindergartens

- International School of Düsseldorf: 1,100 students from 51 countries
- ISR International School on the Rhine, Neuss: 800 students from 41 countries
- Japanese International School (Japanische Internationale Schule in Düsseldorf e.V.)
- Lycée Français de Düsseldorf
- Chinese language schools with supplemental education from native speakers
- Russian education center
- 4 German secondary schools with bilingual branches
- International kindergartens

Düsseldorf has the largest Japanese community in continental Europe

- 405 Japanese companies with over 10,300 employees in the metropolitan area, 550 companies in the region, 620 in NRW
- Over 7,600 Japanese residents live in Düsseldorf.
- Direct flights between Düsseldorf and Tokyo
- Japan Desk at the Office of Economic Development offers service in Japanese.
- Extensive Japanese infrastructure: Consulate General, Japanese Chamber of Commerce (JIHK), kindergartens, schools, leisure and sports facilities, Buddhist temple, service providers

Dynamic location for China

- 560 Chinese companies
- 4,200 Chinese residents live in Düsseldorf.
- Direct flights between Düsseldorf and Beijing
- China Competence Center at the Office of Economic Development offers service in Chinese.
- Extensive Chinese infrastructure: Consulate General, Chinese Enterprise Association, kindergartens, schools, service providers

Facts & figures

Research and education

- 71 public and private universities with over 750,000 students in the Rhine-Ruhr region, of these, over 50,000 students in IT and electrical engineering degree programs
- Heinrich Heine University with 30,000 students
- University of Applied Sciences Düsseldorf (HSD) with 10,000 students
- Center for Digitization at the University of Applied Sciences Düsseldorf
- 12 Max Planck Institutes
- 9 international Max Planck Research Schools
- 14 Fraunhofer Institutes plus 3 Fraunhofer Application Centers
- 3 Helmholtz Research Centers
- 10 Leibniz Association Institutes
- 15 Johannes Rau Research Foundations

Degrees awarded in Düsseldorf:
20.9% Master's and higher
(Germany average 13.5%)

Patent applications

Düsseldorf is:

- Number 1 among the major cities in the IPC groups
- Biotechnology
- Pigments, mineral oil industry, oils and fats
- Medicine, dental and cosmetic preparations
- Organic chemicals

Digital industry, ITC

- Over 2,000 ITC companies with 37,000 employees
- 42,000 digital pacesetters
- All 3 mobile communications providers located here: Vodafone (German headquarters), Telekom and Telefónica
- Networks: Digihub Düsseldorf Rheinland, Digitale Stadt e.V., German Association for the Digital Economy (BVDW)

Trade location

- 3,700 retail businesses
- 2,500 wholesale businesses
- 70,800 people employed in retail
- 4.9 billion € annual retail sales
- 984,117 m² retail space
- Wholesale: largest employee growth 2011–2017 compared to other major cities
- Third highest wholesale sales per employee compared to other major cities
- Revenue index: 135.5 (2nd place among major German cities)

Real estate location

Düsseldorf office market

- Office space inventory 9.23 million m²
- Floor space turnover around 341,000 m²
- Vacancy rate 7.2%
- Peak rent 27.00 €/m²
- Average rent 15.50 €/m²
- 47 business centers and co-working spaces with over 85,000 m² in space

Commercial market

- Rental prices for warehouse and production spaces range from 4.50 to 7.00 € per m²

Investment market

- Transaction volume 3.8 billion €

Investments by type of object in Düsseldorf

- Office: 69.9%
- Retail, office/commercial buildings: 5.0%
- Logistics: 8.2%
- Hotel: 4.9%
- Development properties: 4.3%
- Other: 7.7%

Investments by origin

- Germany: 41.5%
- Europe: 13.2%
- North America: 13.7%
- Middle East: 10.0%
- Asia: 20.5%
- Other: 1.1%

Banking center

- Number 1 in NRW and among the top 3 nation-wide
- 227 financial institutions that function as headquarters
- 94 institutions listed with the Federal Financial Supervisory Authority
- Around 19,500 salaried employees
- Home to international banks, such as HSBC Trinkaus & Burkhardt, MUFG Bank Europe, Sumitomo Mitsui Banking Corporation, Bank of China Düsseldorf Branch, Industrial and Commercial Bank of China, Banque Européenne Crédit Mutuel, GarantiBank International N.V., Targobank
- Fintechs: Auxmoney, Ebury, Compeon

Insurance hub

Home to headquarters of ARAG, ERGO, Interlloyd, ÖRAG, Provinzial; subsidiaries like those of the AXA Group

Over 11,000 employees in the insurance industry

Fashion and beauty

- Over 3,000 companies
- 18 billion € in sales
- 8.2% of Düsseldorf's economic output
- approx. 33,000 employees
- 670 showrooms
- 1,000 designers from 32 countries
- 5 fashion trade shows: GDS/Global Shoes, Supreme Women & Men, Gallery, DATE, Interbride
- 2 beauty trade shows: Beauty International, Top Hair International

Cultural and creative industries

- Over 7 billion € in annual sales across all sub-markets
- Over 5 billion € in annual sales in the advertising industry alone
- Over 22,000 employees at over 4,200 companies (including self-employed persons)
- Every 8th company in Düsseldorf belongs to the cultural and creative industries.

Legal advice and management consulting

- Top location for legal advice in Germany
- Over 1,300 law offices and 6,000 salaried employees
- Most important place of jurisdiction for European patent disputes
- Over 880 auditing firms with around 9,900 employees

Industrial location

- Around 1,400 industrial companies with over 36,000 employees
- Around 10 billion € in sales
- Export rate approx. 46 percent
- Main focus: vehicle construction, chemicals, mechanical engineering and steel

Startup hub

- 350 startups in Düsseldorf
- Over 1,500 digital startups in NRW
- Many hundreds in the areas of life sciences, food, new materials, fashion

Event venue

- 156 conference and event locations
- CCD Congress Center Düsseldorf: 10,000 m² of exhibition space and 41 modular rooms
- Merkur Spiel Arena (66,500 people)
- ISS DOME (14,300 people)
- Mitsubishi Electric HALLE (7,500 people)
- CASTELLO Düsseldorf (3,300 people)

→ **Matthias Rombey** | Founder of "Yomaro Frozen Yogurt"



→ **Melanie Grünert** | Designer and Founder of "Siebenhaar Bags & More"

Feel free Live close

Thank you! The people featured in this brochure either live or work in Düsseldorf. When we asked if we could take a picture of them for our brochure, they immediately said YES! We'd like to thank them for showing their loyalty and commitment to the city of Düsseldorf.

→ **Lena Lübke** | Design Student at University of Applied Sciences Düsseldorf (HSD)



→ **Paramsothy Thamotharampillai-Göbel** | Trainer & Coach, Intercultural Stepping Stones



→ **Isabella Swann** | Project Manager at LAVA labs Moving Images GmbH & Co. KG

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Düsseldorf

Nähe trifft Freiheit
Live close Feel free



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